

Title:

Creating A Website That Sells - How To Keep And Convert Viewers

Word Count:

464

Summary:

Designing a good sales website can be the difference between losing a visitor and making a sale.

Make Your Site User-Friendly

You need to plan your website carefully to make it really sell your product:

- Have an attention-grabbing headline that tells viewers what they'll gain by staying. It should

Keywords:

Article Body:

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You need to plan your website carefully to make it really sell your product:

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- Keep your website clean and simple. It should be easy on the eyes, with no more than a couple

- Use more sales copy and fewer images. Derek Gehl, of <http://MarketingTips.com>, says, "Images

- Make your navigation easy. It should run across the top of your page or down the left side.

- Make your sales process quick and painless. Don't use hidden links. If you want people to buy

Develop Your Customers' Trust

Your website has to convey credibility and professionalism. People won't buy from you if they don't

1. Share your qualifications: how you got here and why you're able to help them. Don't just buy

2. Use testimonials from people who've actually used your products. Video, audio, and written

Create Customer Loyalty

Sharing relevant, interesting information can be a tremendous point of sale. Tell your customers

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